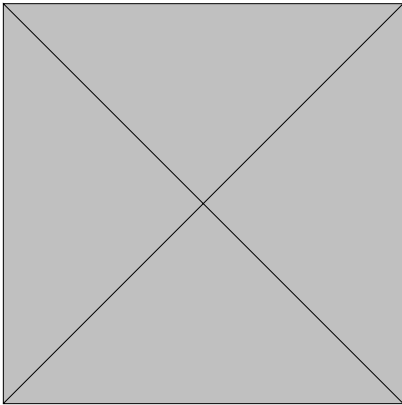


To: Edwin Roberson[eroberso@blm.gov]; Anita Bilbao[abilbao@blm.gov]; Michael Richardson[mjrichardson@blm.gov]
From: Barangan, Jayson
Sent: 2017-10-05T17:26:38-04:00
Importance: Normal
Subject: UT912 Staffing sheet and transition memo
Received: 2017-10-05T17:27:36-04:00
[Transition Memo UT912.doc](#)
[UT912 Staffing FY18.docx](#)

All - Per our meeting, see attached. Retain for your records. Thanks!

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Respectfully,



Jayson Barangan

Acting Communications Director

BLM Utah State Office

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BLM UTAH STATE OFFICE – OFFICE OF COMMUNICATIONS
Program and Project Assignments FY2018

<i>Communications Director Michael Richardson</i>	<i>Public Affairs Specialist Lola Bird</i>	<i>Public Affairs Specialist Allison Ginn (v. Kim Finch)</i>	<i>Public Affairs Specialist Ryan Sutherland</i>	<i>Public Affairs Specialist Lisa Reid</i>	<i>Webmaster Karl Boyd Peak (v. Hannah Cowan)</i>	<i>A/V Specialist Kelly Rigby</i>	<i>Youth Program Coordinator Jeannette Shackelford</i>	<i>FOIA Specialist Susan Bauman</i>	<i>SHARED DUTIES FOR ALL UT912 PUBLIC AFFAIRS SPECIALISTS</i>
<ul style="list-style-type: none"> -Overall communications oversight -Primary congressional and state government relations -Liaison to WO and DOI public affairs -Primary news media contact -Budget -UT912 staff development -District Manager and DSD assistance 	<ul style="list-style-type: none"> -Federal Register Notice lead -Advisory councils & committees -Week ahead reports -Product/project tracking -Hot topics lead -Primary acting communications director -Primary liaison to district public affairs specialists (**conducts cursory QA/QC review for all communications materials) 	<ul style="list-style-type: none"> -Cultural resources -NLCS -Recreation -Soil, air, water -Planning -Paleontology -Planning -Wildlife/T&E species -Botany -Riparian/fisheries -Liaison to district public affairs specialists (**conducts QA/QC for renewable resources communications materials) -GRD public affairs (renewable) 	<ul style="list-style-type: none"> -Oil & Gas leasing -Oil & Gas (fracking/unitization) -Coal -Oil shale -Uranium -Potash -Other hard rock minerals -AML -Renewable energy -Lands & realty -Visual information projects as directed by Communications Director -Cadastral, engineering, GIS -Metadata review -Liaison to district public affairs specialists (**conducts QA/QC for non-renewable resources communications materials) -GRD public affairs (non-renewable) 	<ul style="list-style-type: none"> -Wild horses & burros (for all field office, district office and state office public affairs work) -Range & livestock grazing (for all field office, district office and state office public affairs work) 	<ul style="list-style-type: none"> -Web lead -Social media lead -Fire and fuels 	<ul style="list-style-type: none"> -Video editing and production -Production schedule -Photography -Photo and video database management (P-drive; external hard drives; NTC) -GPO liaison -GPO product/project tracking 	<ul style="list-style-type: none"> -Youth program coordinator -Overall youth program oversight -Liaison to district youth program coordinators and mentors -Volunteer program coordinator -Environmental education -Youth program/project tracking and onboarding -Assistance agreement tracking 	<ul style="list-style-type: none"> -Freedom of Information Act response coordination and close-out -Overall FOIA program oversight -Liaison to WO and district FOIA specialists 	<ul style="list-style-type: none"> -Hot topics updates -P-drive organization -Event planning and VIP visits -District PAO and Field Manager assistance -Controlled correspondence review -News media relations -BLM Utah website updates -Contact management (Cision) -Daily news reports (Cision) -Media/PR training -Printing and publication product review -Video messaging -Videography and photography -BLM Daily creation -Social media

TRANSITION MEMO – BLM UTAH OFFICE OF COMMUNICATIONS

Date: October 5, 2017

To: Ed Roberson, State Director, BLM Utah

Through: Anita Bilbao, Associate State Director and Michael Richardson, Acting Communications Director (incoming), BLM Utah

From: Jayson Barangan, Acting Communications Director (outgoing), BLM Utah

Bureau/Office: Bureau of Land Management - Utah

Subject: Recommendations for BLM Utah's Office of Communications

BACKGROUND

Since December 2015, BLM Utah's Office of Communications (UT912) has been operating without consistent leadership. While a permanent, full-time Communications Director as in place from Jan. 2017 – May 2017, leadership for UT912 has been executed by a series of seven Acting Communications Directors – each with their own expectations for public affairs work.

CURRENT STAFFING

BLM Utah has selected a one-year detailer to serve as UT912's Acting Communications Director for FY18. This will bring consistency for the UT912 staff and the District Public Affairs Specialists.

Currently, UT912 is fully staffed – two positions are filled with detailers. UT912 continues to provide oversight to the A/V Specialist, Youth Program Coordinator and FOIA Specialist. The previous Acting Communications Director updated the attached UT912 staffing sheet, outlining specific program and project assignments for FY18, which includes shared responsibilities for UT912 Public Affairs Specialists.

Below is the current status for public affairs staffing in the District Offices:

West Desert District (WDD)

- Hannah Cowan has been serving in a 120-day detail as WDD's PAO since Aug. 2017. WDD plans on advertising a one-year, temporary promotion (GS-12) in Spring 2018.

Green River District (GRD)

- GRD's PAO position is currently vacant, but is on its Table of Organization. Currently, two UT912 staffers Allison Ginn and Ryan Sutherland are performing public affairs duties for GRD. GRD intends to issue a vacancy announcement in late Oct. 2017.

Color Country District (CCD)

- Christian Venhuizen will be departing to perform a two-year military assignment. CCD will be advertising a one-year detail to fill in behind him. Plans to fill in behind Venhuizen the following year is flexible.

Grand Staircase Escalante National Monument (GESNM)

- Larry Crutchfield recently accepted a one-year detail to serve as GESNM's Assistant Monument Manager. He will continue to perform public affairs work for the Monument.

Canyon Country District (CCYD)

- Lisa Bryant continues to serve as the CCYD PAO.

NEXT STEPS/RECOMMENDATIONS

This portion of the transition memo outlines recommended processes and procedures for consideration.

Email Correspondence

- Two group email addresses were created for UT912 staff (blm_ut_so_ut912@blm.gov) and for the District PAOs (blm_ut_paos@blm.gov). They were created to avoid inadvertently neglecting to cc public affairs employees on email correspondences.
- Most UELT members have been using the UT912 email address to request support. It is recommended that these email addresses continue to be used to ensure adequate public affairs coverage for all projects, initiatives and efforts.

Media/PR Training

- It may be worth entertaining conducting a PR/Media training with District PAOs for interested individuals at all BLM Utah Field Offices. This will increase options for on-camera interviews requested by media outlets.

Video Production

- On Sept. 26, UT912 distributed BLM's video production request form to the UELT a tool that was developed and introduced when IM 2016-073 (Standards for Agency Video Products) was released. The form was designed to formulate video project proposals, assisting with messaging.
- BLM Utah is the only state in the agency that has a full time A/V specialist. It is important that this skill set and resource is made available to all Districts and UTSO

divisions to effectively tell the BLM Utah story through the video medium. The goal is to produce a video for all Field Offices in FY18.

- After all submissions are compiled, the Acting Communications Director should prioritize projects and direct the A/V specialist to outline a production schedule for FY18. The BLM Utah State Director and Associate State Director should also their respective UTSO priorities for these projects. Depending on topics, UT912 staff will be responsible for refining and finalizing project messaging.
- After filming and editing, draft videos will be approved by respective Field Managers and/or District Managers. Final approval is with the Acting Communications Director.
- A follow up email to the UELT the week of Oct. 16 or earlier is recommended as it will be important to get a production schedule in place.

FOIA

- The FOIA Specialist and contractor have doing what they can to manage BLM Utah's FOIA backlog, as well as to provide good internal and external customer service. The FOIA Specialist and the outgoing Acting Communications Director has worked together in developing templates for all FOIA letters to meet expectations for quality of the BLM Utah SD and ASD.
- The 1203 FOIA Delegation of Authority in Utah needs to be updated. The last revision exercise occurred in 2014. UT912 is not clear on where or how that effort closed out, nor is there clarity on whether or not the Acting Communications Director is delegated to sign the correspondences outlined in the bullet item below.
- BLM Utah could streamline its FOIA processing by updating its FOIA Delegation of Authority to allow the FOIA specialist to sign the following interim FOIA letters/responses:
 - Acknowledgement letters
 - Fee category and clarification of fee issues
 - Scope of FOIA request (clarification of records sought, time period of records)
 - Extension of time limits
- Status quo on SD signatures for the following:
 - Full release of records
 - Partial and/or total withholding of information
 - No records responses
 - Fee waiver denials
- Acknowledgment letters need to be sent out within three business days.
- Under a normal track, FOIA requirements outline 20 business days to provide a response.
- When all FOIA requests are submitted, it is the UTSO FOIA specialist who receives the request initially. From there, Field Office FOIA coordinators are assigned the work to compile responsive documents; these coordinators should be working with the appropriate resource specialists (subject matter experts) and those resource specialists should be coordinating with appropriate UTSO program leads at the front end. This would then relieve the need for extensive UELT document review.

- This will ensure adequate risk management and customer service, as well as minimize the potential filing of legal complaints when mandated deadlines under FOIA are not met.
- It is recommended that FOIA training with FOIA coordinators across the District and Field Offices occur in FY18. The proposed process could be outlined in an IM.

Media queries and follow up reports

- All media queries made to District PAOs or UT912 staff should be followed up with media reports that are sent to WO610. Media reports should include what reporters were seeking and a summary of the response. Some District Public Affairs Specialists include attributable quotes – these never end up in the final national media reports and do not need to be included when sent up to UT912 for review. The Acting Communications Director has discretion in determining which media reports are routed to WO610. Reports should be succinct. An example is provided below, which is the template used by the BLM Spokesperson when compiling media reports sent by the states:
 - ***St George News – BLM assists with search and rescue effort (UT)*** On July 11, reporter Tracey Sullivan contacted BLM Public Affairs Specialist Christian Venhuizen about a successful search and rescue mission involving a BLM law enforcement ranger. The ranger was one of two emergency responders on scene at Kanarraville Falls, where a woman was injured. The conversation revolved around BLM LE's willingness to assist with search and rescue operations, BLM's partnership with the Iron County Sheriff's Office, and ensuring public safety for all stakeholders using public lands.
- For media inquiries on controversial topics that require WO and/or DOI notification, District PAOs and UT912 staff are expected to employ tact. One method is to ask reporters what they are working on, determine deadlines and ask reporters to provide specific inquiries in writing via email. From there, a media inquiry report is sent to WO610. An example is provided below. If UT912 is given the clearance to respond, a close out media report needs to be prepared and sent to WO610.
 - ***VICE News – BLM-Utah December Oil and Gas Lease Sale (UT)***: Producer Mary Grace Lucas contacted BLM-Utah public affairs about the "BLM's plans to sell leases near Utah's San Rafael Swell and Dinosaur National Monument." VICE would like to interview someone from the BLM about the sale. BLM-Utah is coordinating with WO public affairs, and the intention is to conduct the interview with firm parameters limiting the discussion to the BLM's leasing process, public participation in planning and stipulations associated with the parcels; the interview would not be permitted to stray into topics such as the Monument review or the National Park Service's stance on the parcels.

Week ahead reports

- Every week, a *CALL FOR WEEK AHEAD SUBMISSIONS* email to the UELT, Field Committee and District PAOs should be sent. District PAOs should be coordinating this

exercise with District Managers and Field Managers, and a weekly email will provide a reminder about this expectation. The email should be sent every Tuesday.

- All submissions should be reviewed and edited by the UT912 staffer responsible for this task. Final submissions should be approved by the Acting Communications Director. It is recommended that the State Director or Associate State Director are given the opportunity to review reports before they are sent up to WO610, which are due COB on Thursday each week.

Wild Horses & Burros

- BLM Utah is one of just a handful of states that has a PAO fully dedicated to the WHB program. For UT912, this position functions remotely out of the Fillmore Field Office. To ensure effective communication and adequate oversight, it is recommended that the WHB PAO physically work at UTSO either monthly or bi-weekly.
- Considering the controversial nature of the WHB program, consistent up the chain, down the chain and lateral communication is key for success, as outlined in the following recommendations:
 - All proposed gathers should have a communications plan in place prior to scoping. This communications plan will be a “living document” and revised with each stage of the planning process – public comments for EA, gather event announcements, close outs, etc.
 - Week ahead reports, early alerts prior to milestones and/or issuance of news releases during the planning process, and media reports should be commonplace for BLM Utah’s WHB program.
- As outlined in the attached UT912 staffing sheet, the range program should be part of the WHB PAO’s portfolio.

Oil & Gas Leasing

- BLM Utah’s O&G leasing program is one of the most robust in the agency. All quarterly lease sale proposals should have a communications plan in place prior to scoping.
- Week ahead reports, early alerts prior to milestones and/or issuance of news releases during the planning process, and media reports outlining any controversial issues should be commonplace.
- There should be a clear transition for communication duties from the District Offices to UT912. This transition should occur after all the NEPA process is complete and decisions for the quarterly lease sales are made. UT912’s 920 lead should take the reins on all efforts after the decision, producing all communications materials and media queries from the issuing the sale notice through completing the quarterly sale.

Communications materials – QA/QC

- All communications materials – news releases, communications plans, briefing papers, decision memos, event memos, media reports, week ahead reports, etc. – that come from the District PAOs should be vetted/cleared with respective line officers before they are

sent up to UT912 for review. Line officers should be copied on all correspondences containing communications materials.

- When received, the first line of review should be made with the UT912's Primary District Liaison. This would be a cursory review with edits made to ensure correct grammar and that AP standards are met.
- From there depending on topic/issue the review should continue with either the UT912 920 or 930 lead. This should be a more thorough review to ensure that materials are in line with administration priorities and that they tactfully address/outreach on controversial topics. Socioeconomic figures should be included (as appropriate on all news releases). Quotes from leadership should be included as well. While each District PAO will have a certain style, all communications materials should have a consistent "Utah voice".
- All reviews and edits should be captured in tracked changes for version control. If there are substantial revisions, it is recommended that UT912's 920 and 930 leads include comments explaining why edits are being made.
- Before sending back edits to the District PAOs, they should be verified/approved by the Acting Communications Director. When edited materials are sent back to the District PAOs, the Acting Communications Director and respective line officers should be copied.
- News releases for the following do not need to be routed to and approved by WO610:
 - RAC meeting notices
 - Fire related news releases
 - Wild horse & burro adoption events
 - Non-controversial O&G lease sales (Acting Communications Director's discretion)
 - Simple Environmental Assessments
 - Recreation
 - Volunteer events
 - Road Closures